

# Bold Blogger Launch Checklist

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A NO FUSS CHECKLIST  
TO LAUNCH YOUR BLOG IN DOABLE STEPS

**Bold Blogger Academy**

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# Welcome to the Bold Blogger Launch Checklist!

The goal of this checklist is to launch your blog. Not to launch the *perfect* blog. If that's what your goal is, this isn't the checklist for you. BUT! I challenge you to let go of your idea of the perfect blog. The reason for this is because:

**#1 Perfection doesn't exist** (we all know this right? But we could always use a little reminder like this once in a while)

**#2 It can create unnecessary overwhelm especially for a beginner blogger.** If that's who you are, don't worry. This checklist will give everything you need to start your blog while keeping the process lean at the same time.

**#3 As you begin publishing blog posts, you will learn that how you customized your blog doesn't best present your content after it's published.** So making changes to your blog after you've launched is normal. Every successful blogger has admitted to their blog looking unpolished when they started.

**#4 Your website is just the platform.** All it has to do is make your blog posts easy to read and easy to navigate. What matters most is what's on the platform- your helpful & informative content.

The point is, your blog will never be perfect. But once you complete this checklist, you will finally have a blog (that you probably have been putting off for months). And use it as a stepping stone to can help thousands of people. How amazing is that!

## Here's what I suggest:

There's quite a bit of information here and I don't expect you to plow through this checklist in several days. Starting your blog takes planning and it can take a few weeks to a few months to complete. To give you an idea of how much time you need, I include how much time you would comfortably need to accomplish each task. So you can schedule these tasks into your planner and know how much time you need dedicate yourself to it.

If at any point you have any questions, [join my Facebook group](#) where I'll answer all your questions about blogging. It's a great community to ask for advice, share your wins and encourage others like you.

Let's get started!

# Step 1: Create your personal brand

## **Choose a niche for your blog** 30 minutes-1 hour

This will be the main topic all your blog posts will talk about. You can base this off your skills, what you're passionate about, and the type of advice people go to you for. Brainstorm your ideas on paper.

## **Create a profile of the kind of person who would be interested in your content** 30 minutes

This person will represent your audience. Think about their age, gender, where they live, what they like to do in their free time and most importantly, their pain points. What kind of problems does this ideal reader have in the world of your niche?

## **Come up with a name for your blog** 1-2 hours

The simpler your name is, the catchier it is, and the more memorable your name becomes. Use a dictionary & thesaurus and create a list of keywords in your niche. Then mix & match these words together. You can also use your first name & last name as the name of your blog.

## **Go on namecheckr.com** 5 minutes

Check if your name is available as a domain, on Pinterest and on other social media platforms you want to use

## **Unfold your personal brand** 30 minutes

What are the core values of your blog? What personality traits of yourself do you want portrayed in your blog? What words would people use to describe your blog when the first visit? What colors and fonts represent these words?

## **Unfold your blog's vision** 30 minutes

Every action you take as a blogger will come from your vision. Why did you start your blog? What's your mission & vision statement? What goals do you want to achieve in the next 3-12 months?

## Step 2: Build your Wordpress website

**Create an account and register your domain with a webhost provider to create your Wordpress blog 15 minutes**

There are many web hosts out there. Personally, I use the Basic plan on [Bluehost](#) to host my Wordpress blog.

**Go to Themeforest.net and buy a Wordpress theme of your choice 30 minutes-1 hour**

Make sure your theme is simple, easy to read and responsive.

**Download your theme as a .zip file and upload it as a theme into Wordpress 5-10 minutes**

**Customize your theme according to your brand 2-3 hours**

Use your answers from unfolding your brand in Step 1 as a guideline on how to customize your theme.

**Make sure your website has these elements 1-2 hours**

Header/logo

Menu

Search bar

Sidebar

**Create these pages 2-3 hours**

Homepage/blog page

About page

Contact page

Privacy policy page

**Create an account on Google Analytics and connect it to Wordpress 30 minutes**

## Step 3: Brainstorm & plan content

### **Come up with five pain points your ideal reader has** 15 minutes

Refer back to the profile you create on your reader. What problems does your ideal reader come across? What kind of blog post can you create that will solve that problem? (Example: Ideal reader is a traveler and their problem is overpacking. You can create a guide on how to avoid overpacking)

### **Research keywords for each blog post idea to make it SEO-friendly** 30 minutes

You can find these keywords using Ubersuggest.com. Use the search bar and type your topic.

### **Write a click-worthy title for each blog post idea** 15 minutes

A click-worthy title has 2-3 keywords and has a clear takeaway (Example: How to Pack Light in a Carry On Luggage). Avoid vague titles with fancy or slang words. Think how-tos, step-by-step guides, and lists.

### **Schedule each blog post into your calendar to publish once a week** 5-10 minutes

Choose 1 day of the week for when you will publish each blog post.

# Step 4: Publish your first blog post

## **Outline your blog post 30 minutes**

Breakdown your post into main points. A how-to & step-by-step guide would be broken down into steps. A list post would be broken down into items.

## **Write a 3-5 sentence keyword-rich introduction 15 minutes**

Explain why you're writing this post, what it's about and why it will help your reader

## **Expand each main point into 1-2 supporting paragraphs 1-2 hours**

## **Write a 3-5 sentence conclusion 15 minutes**

## **Include a call-to-action at the end of your post 5 minutes**

Such as "Subscribe for more tips!" or "Follow me on Instagram."

## **Design a pinnable image that includes the title of your blog post 15-20 minutes**

Feel free to use the free Pinterest templates on [Canva.com](https://www.canva.com)

## **Upload your pinnable image to the beginning of your blog post 5 minutes**

## Step 5: Share your blog post

### **Create a Pinterest profile under your new brand 15 minutes**

Pinterest is a HUGE resource for bloggers to drive traffic to their blog.

### **Create a new board and name it “Best of [yourblog].com” 10 minutes**

Include a description of what your blog posts are about and choose the appropriate category.

### **Upload your pinnable image from your blog post to this board 10 minutes**

Include a 1 sentence description of your blog post and link to said blog post.

### **Create an Instagram account under your new brand 15 minutes**

### **Write an Instagram post introducing yourself and include a call-to-action to direct your followers to your blog post 15 minutes**

Share about your new blogging journey and how you're excited to share more tips with your readers

### **Share about your blog post with your friends & family on your personal social media accounts 15 minutes**

Even if your friends & family aren't necessarily your ideal readers, just knowing there are people reading your content is incredibly empowering especially when you start.

# Congratulations! You have a blog!

That's all it takes to get your blog started. The next part is showing up, week by week, with content that is helpful to your ideal readers. And the more you publish helpful content, the more your traffic grows, and the more your audience grows. All you need to do is show up!

With that said, I have a growing community of bloggers where they ask me all their questions about blogging. So if you came across any questions, feel free to ask me in our Facebook group. It's a great space to ask for feedback and encourage like-minded bloggers who "get it." [Join the Bold Blogger Mastermind here!](#)

**If you need anything else, you can find me here:**

Blog: [www.travelingpetitegirl.com](http://www.travelingpetitegirl.com)

Youtube: [www.youtube.com/c/jojaquino](http://www.youtube.com/c/jojaquino)

Pinterest: [www.pinterest.com/travelingpetitegirl](http://www.pinterest.com/travelingpetitegirl)

Instagram: [www.instagram.com/travelingpetitegirl](http://www.instagram.com/travelingpetitegirl)

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